GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:5081
ANSWERED ON:26.04.2002
TASK FORCE TO BOOST TEA EXPORT
BRAHMANAND MANDAL

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether Tea Board has constituted any task force to boost export of tea;

(b) if so, the number of such existing task forces; and

(c) the details of the division of work among them?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI RAJIV PRATAP RUDY)

(a)to(c): Yes, Sir. The Tea Board has set up 10 task forces comprising of representatives from the tea industry & Members of Tea Board to implement the medium term export strategy developed by M/s Accenture India (Pvt.) Ltd.The task forces constituted have been assigned the following activities :-

1. Product Mix - Orthodox Conversion

2. Promotion & Marketing - Logo Development

3. Export Rating System, Infrastructure & Service levels

4. Export Market Diversification

5. Market Consolidation
6. Niche Segments, Darjeeling & Value Addition

7 Quality Improvement

8. Cost Reduction

9. Information Dissemination
10. Sourcing of Funds